

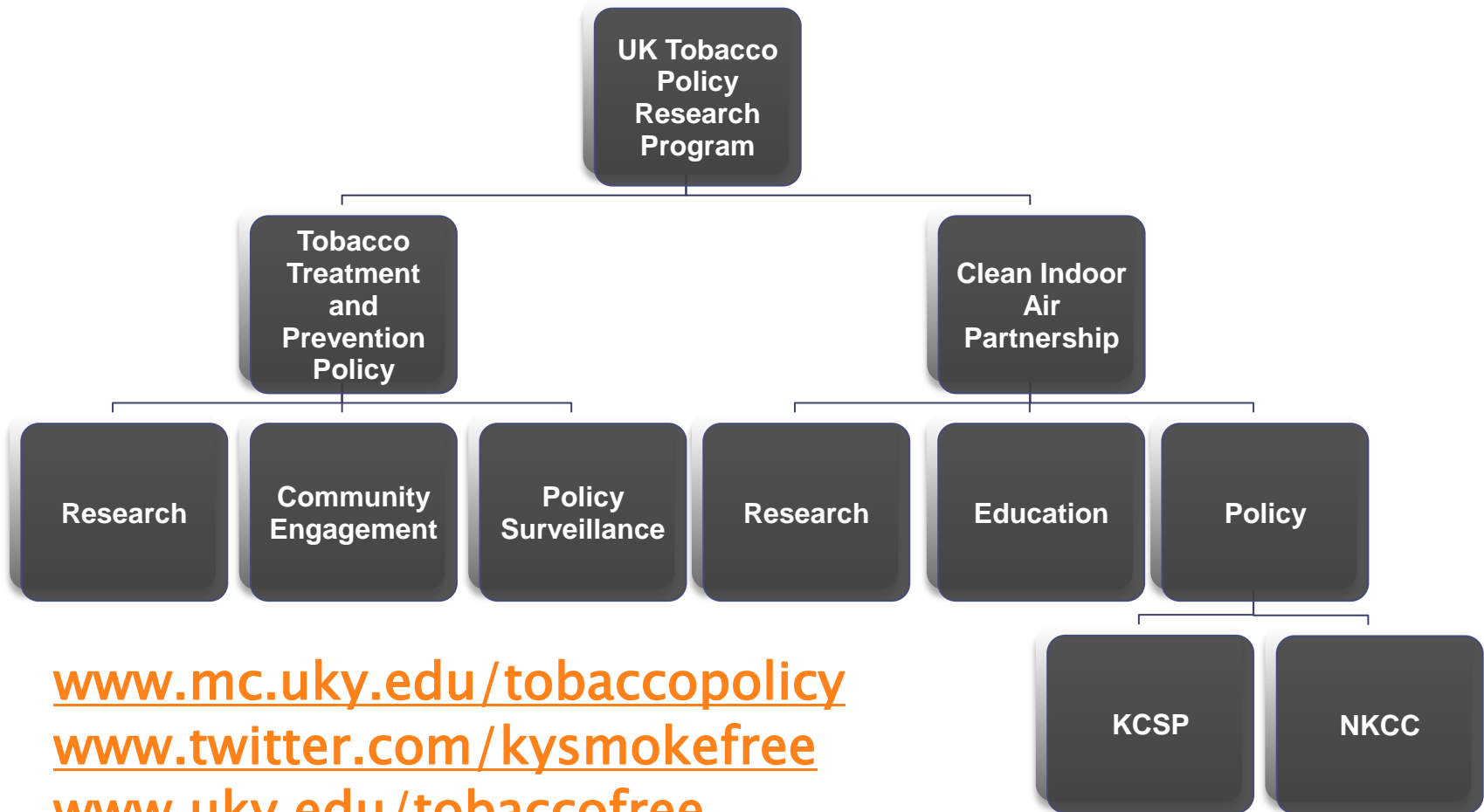
# The Kentucky Center for Smoke-free Policy

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Manager, Kentucky Center for Smoke-free Policy  
University of Kentucky College of Nursing

# What is KCSP?

- ▶ Founded in December 2004 at the University of Kentucky College of Nursing
  - Seed money provided by the Robert Wood Johnson Foundation Tobacco Policy Change Program
- ▶ KCSP is currently funded through:
  - Foundation for a Healthy Kentucky
  - Kentucky Department for Public Health

# Tobacco Policy Research Program



[www.mc.uky.edu/tobaccopolicy](http://www.mc.uky.edu/tobaccopolicy)

[www.twitter.com/kysmokefree](https://www.twitter.com/kysmokefree)

[www.uky.edu/tobaccofree](http://www.uky.edu/tobaccofree)

# What is KCSP?

- ▶ KCSP is a policy arm of the *Clean Indoor Air Partnership (CIAP)* along with:
  - Northern Kentucky Clean Indoor Air Collaborative (Covington)
- ▶ Other CIAP programs:
  - Radon Awareness Project (Education)
  - Rural Smoke-free Communities Project (Research)

# Who is KCSP?

Director: [Ellen J. Hahn, DNS, RN](#)

Project Administrator: [Heather E. Robertson, MPA](#)

Manager: [Mike Bossick, PhD](#)

Faculty Associate/Technical Assistance Manager: [Carol Riker, MSN, RN](#)

Faculty Associate/Environmental Scientist: [Kiyoung Lee, ScD](#)

Data Management Coordinator: [Kathy Begley, BA](#)

Air Quality Data Coordinator: TBD

Project Assistant: [Monica Mundy, BA](#)

Research Assistant: [Norah Slone, MS](#)

# What approach do we use?

- ▶ We use a readiness model to provide rural and urban communities with science-based strategies for advancing smoke-free policies.
- ▶ KCSP works with communities to provide technical assistance in:
  - Building demand
  - Building capacity
  - Translating and disseminating science to the public and policymakers

# What approach do we use?

## ▶ Building demand:

- Example: Collect and compile relevant local data about your community, the policymakers, and the opposition (i.e., air quality).

## ▶ Building capacity:

- Example: Train coalition members to look for nontraditional partners (e.g., faith community, small business owners).

## ▶ Translating and disseminating science to the public and policymakers

- Example: We created a Secondhand Smoke and Smoke-free Policy Booklet that incorporates science into applicable tools for communities to develop smoke-free policies.

# What services do we provide?

- ▶ **Toolkit:** A user-friendly compilation of practical advocacy tools and electronic copies of scientific studies that can be used to advance smoke-free efforts that help:
  - ▶ Educate community members on the science of secondhand smoke
  - ▶ Develop a plan towards enacting smoke-free policies
    - ▶ Community assessments
    - ▶ Strategic planning
    - ▶ Creating a timeline

# What services do we provide?

- ▶ Help to build coalitions and develop leadership
- ▶ Create messages for the media and local officials to frame the issue of smoke-free policy
  - ▶ Expose the tobacco industry
    - ▶ Educate communities on tactics often used by the tobacco industry to distract from health arguments

# What services do we provide?

- Help communities draft a smoke-free ordinance or regulation
- Assist communities with effective implementation and enforcement plans

# What services do we provide?

- ▶ Air quality monitoring studies
  - We provide resources for communities to test venues for air quality before and after smoke-free policies are enacted.
- ▶ Regular HOT TOPICS conference calls
  - Quarterly conference calls that provides education on various topics related to smoke-free policies
- ▶ Monthly email newsletter
  - Provides community partners with updates on smoke-free and radon policy information.

# What training do we provide?

- ▶ **Annual Spring Smoke-free Conference:**  
Provides training for health advocates and policymakers. This years conference will be held March 25, 2010 in Lexington and will include discussion on:
  - Using the Constitution to frame smoke-free arguments
  - Lobbying vs. advocacy
  - Creating a “tipping point” for smoke-free policy
  - How to use branding in smoke-free campaigns

# What resources are on our website? [www.kcsp.uky.edu](http://www.kcsp.uky.edu)

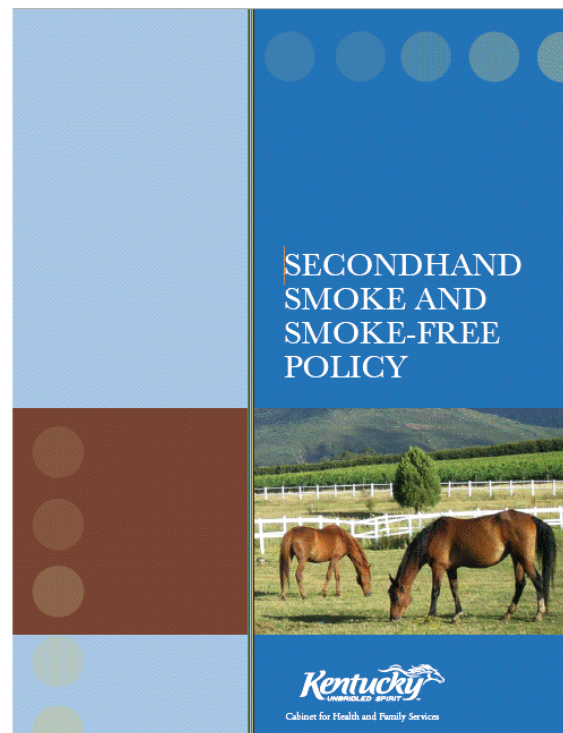
- **PowerPoint presentation:** “Secondhand Smoke, Smoke-free Laws, and Your Community”
  - Exposure to SHS in Kentucky
  - Health effects of SHS
  - Economic costs of SHS exposure
  - Impact of smoke-free laws on health
  - Options for enacting or adopting smoke-free ordinances or regulations in local communities

# Find a Variety of One-Pagers Online

- ▶ Air quality in KY venues
- ▶ Exemptions and SF laws
- ▶ Assessing scientific studies
- ▶ Tips for unpaid or earned media coverage
- ▶ What the opposition says about SF laws
- ▶ Economic impact of SF policies
- ▶ Bingo exemptions
- ▶ Need for local control of SF laws
- ▶ Links between radon and SHS

# Our policy booklet is online

- ▶ “Secondhand Smoke and Smoke-free Policy” is a user-friendly educational guide for citizens, advocates, and policymakers filled with evidence-based discussion of secondhand smoke and smoke-free policy



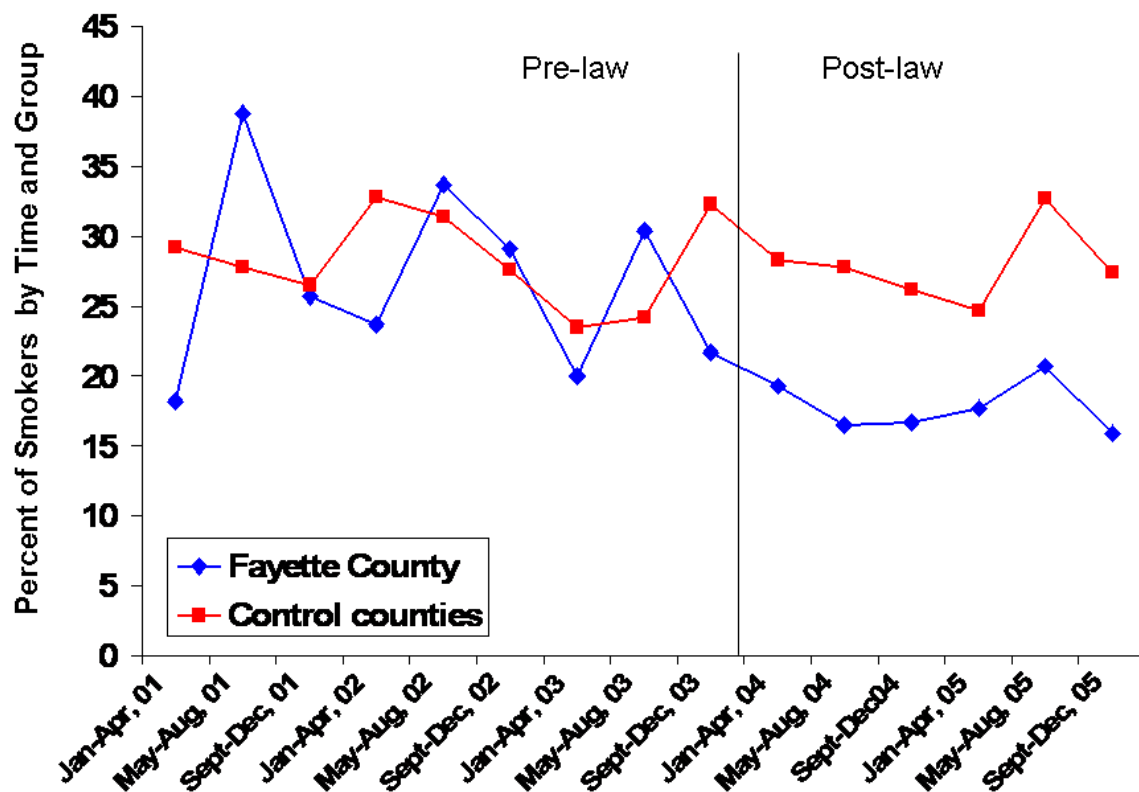
# Monthly Updated Map and List of Smoke-free Communities



\*As of 12/3/09, 30.4% of Kentuckians were covered by a comprehensive smoke-free law.

*Note. Blue = Comprehensive; Pink = Moderate; Yellow = Partial with exemptions. Diagonal lines = Board of Health regulation.*

# Adult Smoking Rates Drop 32% After Law: Sample of Local Research Available Online



see  
blue.  
*in everything we do.*

Hahn, E.J., Rayens, M.K., Butler, K.M., Zhang, M., Durbin, E., and Steinke, D. (2008). Smoke-free laws and adult smoking prevalence. *Preventive Medicine*, 47: 206–209.

# What is our smoke-free goal for Kentucky?



# Kentucky is building support for a comprehensive statewide smoke-free law by advocating for local laws

- ▶ Local laws prompt local debate and educate the state one community at a time.
- ▶ Enforcement is effective at the local level as a result of the local debate and education.
- ▶ Local laws are more effective than a weak state law with preemption. Weak laws leave people unprotected.
- ▶ When states pass weak smoke-free legislation, there is little political will to subsequently strengthen it.
- ▶ Many strong local laws make passing a good statewide law more feasible.

# Contact Us!

- ▶ Kentucky Center for Smoke-free Policy
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  - [www.twitter.com/kysmokefree](https://www.twitter.com/kysmokefree)
  - [www.kcsp.uky.edu](http://www.kcsp.uky.edu)

